Crowd storming as a Contributing Factor in Brand Image Development for Entrepreneurs

Bernales, Francis Allan, Cruz, Eduard, Cruz, Ron Harold

Abstract

Crowdstorming, a collaborative methodology, intents to inquire and determine if this crowd-based process will serve as a contributing factor in the brand image development.The study utilized qualitative method design to capture the qualitative data and inputs from the entrepreneurs as participants. It utilized fifteen entrepreneurs as participants of the study based on the criteria the researchers have considered such as willingness to participate and the experiences that give their products a new brand image. Findings of the study showed that crowdstorming was beneficial in the brand image development of the entrepreneurs. Specifically, customers and suppliers were found to be partners of the entrepreneurs in generating diverse solutions to the business problems faster and in a more transparent way. As part of crowdstorming, they were considered to be in better position to propose innovative ideas related to value proposition and value delivery of the products. Hence, crowdstorming as an innovation tool may lead the entrepreneurs in achieving favorable brand image and can be utilized by all businesses, no matter what the size and type of business is. It should not only be part of brand image development process but also be part of the strategic management process of the business.

Keywords: Crowd storming, brand image, entrepreneurs, narrative, Bulacan

Introduction

Product development with customer collaboration (Toker, 2007) is one thing but to engage in a meaningful brand image development of that product is another thing (Morhart, Malär and Guèvremont, 2014). A considerable number of studies regarding this task served as a major theme in the 80's (Gonzales & Toledo, 2012). These are the high tax and toll for which any established enterprise treads, starting from the Product Development Process (PDP) to its branding. Moreover, these tasks are regarded to be a higher set of prerequisites and almost a herculean task among startups and entrepreneurs (McLuhan, 2006).

And like any bitter pill that needs to be swallowed, entrepreneurs strive hard to not just develop innovative products but also, the very important factor, the product brand image. Brand image goes beyond the product it represents symbolically and functionally. In addition, Schembri, Merrilees, and Kristiansen (2010) noted that brand image serves as a contextual communication tool of the consumers and this was further emphasized in the study of Sung & Choi (2010) noting that consumer-brand relationship act as a powerful framework associated in the realm of interpersonal relationships.

Collaboration of the customer to the very fundamentals of product development is the key, as González & Toledo (2012) shows in their study that customers and non-customer participants in this collaborative effort can integrate sustainable by acting as

member of the development team, through on-line customer interaction and in formal meetings

One such possible collaborative methodology is crowdstorming, a crowd-based process that genuinely gathers tremendous amount of customer and non-customer responses and development inputs across the line of social media platforms and in even in a simpler modality, using paper-pen responses.

In this paper, the proponents investigated and determined the possibility of crowdstorming as a contributing factor in the brand image development for entrepreneurs.

Review of Related Literature

De Souza et al (2014) proposed and verified a system that aimed to guide public university management to crowdstorm in partnership with students, teachers, and society at large. It was recommended that internal and external barriers be removed. It was also recommended that greater openness should be promoted to give rise to innovations. The study was able to verify that entrepreneurs and consumers should work in harmony with one another.

The research of Bayus (2013) found that customer participation in the collaboration process is faster, better and cheaper than the traditional market research. They can propose better ideas and critique at the same time the ideas of other participants.

Mrass, Peters and Leimeister (2018) found the benefits of using crowdworking platforms in managing complex work systems. They found that crowdstorming may provide diverse solutions to problems faster and in more transparent way. This also allows the customers to provide insights for the company.

According to Bagheri et al (2018) through crowdsrtoming, company is able to make its relationship with the community continuously. They are able to recognize the value of openness because the results show that crowd is in better position to recommend or suggest innovative ideas related to value proposition and delivery. Additionally, crowdstorming provides the company with insights on how to effectively work with the crowd.

Vaish et al (2017), presents the advantages of conducting crowd research: wide range of accessibility; participants become co-creators; participants worldwide become one large team to collaborate for idea generation; it provides global access to training and mentorship experiences. In the final analysis, crowd research is found to be a good source of knowledge production.

Results of the study conducted by Leitner and Grechenig (2008) showed that revenues are sustainable because of collaborative shopping networks as a new form of innovative shopping concepts in e-commerce.

Kosonen and Henttonen (2015) presented the benefits of crowdstorming: it gives solutions to the problems and the solid commitment of the customers to the products offered by the company. Crowdstorming empowers the customers to propose innovate product ideas and offerings.

Sadiku, Shadare and Musa (2017) noted that crowdsourcing is a new culture of open innovation to solve problems by means of shared knowledge and collaborative ideas to make products and services better. Crowdstorming is considered to be data-gathering business management model that may change the way businesses handle and solve problems.

Brabham (2008) looked at crowdsourcing as a a theory of crowd wisdom and an exercise of collective intelligence. Crowdsourcing is a business model that enables shared talents, skills and resourcefulness reduce costs and time to solve problems.

Abrahamson, Ryder, and Unterberg (2013) presented benefits of crowdstorming: accessing significant number of ideas better and beyond the scope of what can be obtained from tradition business partners; dynamic evaluation of ideas and interpretation from various stakeholders for innovative ideas; getting better talents, individuals, groups, and organizations to collaborate with; producing content and provocative ideas; and making relationships that enable stakeholders to participate in creating and selecting ideas that can yield stronger relationship between the company and stakeholders.

Mohart, Guevremont and Bern (2014) cited that marketing practitioners can use perceived brand authenticity (PBA) scale to evaluate the real perception of the customers so that managers can enhance it. Authentic customer perception depends on brand's virtue, brand or image that does not involve in scandals; and employee behavior.

Lee, James and Kim (2014) found that brand image can be a good basis for implementing better strategic marketing decisions.

Moreover, Petek and Ruzzier (2013) believe brand experts should involve their customers within the messages of their advertising campaigns to take advantage of the word of mouth marketing strategy. If the company can engage consumers with the brand's messages, brand experts can explicitly say that they were successful in using marketing communication tools.

Wijaya (2013) also believed that brand image is essential in creating good brand image because it affects brand reputation and credibility which are being used by the customers to buy the products or services.

Furthermore, Latif, Islam and Mohamad (2015) recommended a conceptual model called anticipated precedents of brand image which were considered a multidimensional construct that can develop a competitive advantage in the marketplace and enhance organizational overall reputation, status and credibility.

Ahmed, et al, (2016) also found that brand image is dependent on how consumers respond to the marketing of the brand. Brand image can provide company with competitive advantage in the market place in terms of overall image and business sustainability.

Gokerik et al (2018) looked into the impact of guerrilla marketing on brand image and the results show that guerrilla advertisements on social media have a significant impact functional brand image and symbolic brand image. Thus, findings of the study may help marketers to develop better guerrilla marketing strategies which may nhance their brand image.

In the study conducted by Barreda et al (2019), social media interactivity and social media rewards were found to have potential in building brand image and enhance brand commitment of the customers.

In Raji, Rashid and Ishak (2019) study, it was found that social media advertising content is significantly related to hedonic brand image and functional brand image. Advertisement contents were also found to be important in creating brand image.

Momen, Sultana and Haque (2019) cited that positive brand equity signifies customer loyalty and commitment with the brand. And it was suggested that integrated marketing communication as a communication doctrine must be promoted.

Objectives of the study

1. Determine crowdstorming as a contributing factor on brand image development.

2. Resolve if there is a significant difference between customer receptions on among brand images develop with and without crowdstorming in the brand image development process

Significance of the Study

The significance of the study comes in four folds:

First, it aids entrepreneurs through the use of crowdstorming in an innovative way to develop their brand image and its retention as well.

Second, the enhancement of consumers-brand image relationship, customers will be engaged directly on product brand image development in which they themselves help develop through crowdstorming.

The third one is the value-added approach in both academic and the improvement of state of the crowd-based process. Other academics and researchers, who share the same research interest, for they can also add, modify, and even contradict all possible outcome of the study, given favorable its approval and presentation.

The fourth one, the other group, IT specialist and social media service providers will also be greatly benefited in the successful result of the study by increasing the steady influx of developing innovative tools and web modules-API to facilitate other crowd-based services

Conceptual Framework

Figure 1 depicts the conceptual framework for this study. The product serves as the initiating factor of the study which is subjected to Crowd Storming process. As a process, utilization of Crowd Storming and its inherit platform integration serves as the theoretical input in the research in determining its possible contributing factor in brand image building as a psychological value parameter, increase authenticity of the product parameter and as its functional value parameter.
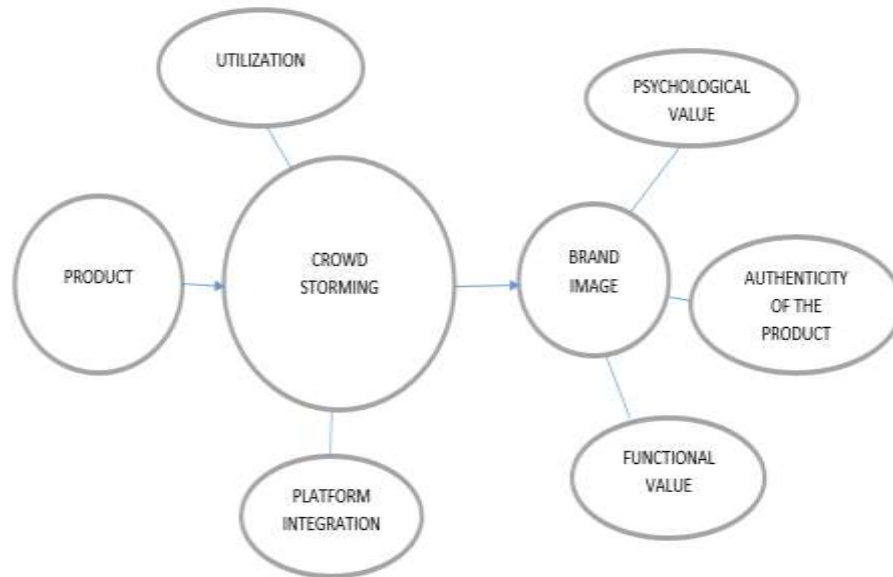
Assumptions are the major premises that were used to support the hypotheses and objectives of the study. The assumptions for this study include the following:

1. All respondents are all entrepreneurs who are willing to participate using crowdstorming.
2. These entrepreneurs already have a product ready for brand imaging.
3. The entrepreneurs are knowledgeable on at least one social media service and has at least on account of such.
4. Another set of respondents are the target customers of the product being developed using crowdstorming
5. The participants will answer the questionnaire and interview honestly. The identity and answers of these people will be kept confidential and applied solely for the purpose of this study.

Method

The study utilized narrative design under qualitative method for the very reason of capturing the qualitative data and inputs from the respondents that eventually utilized to create a theme. Furthermore, with this method the proponent can show the relevant outputs on the spectrum of the qualitative concept.

As to the standard, responding entrepreneurs were asked if their name, product name and brand image could be cited in the study and will be informed if ever a competitor of such similar nature of their product or service is also a respondent. If they should wish not too, the study will abide. Similarly, participating group or individual's identity of the study such as responding customer, first-hand and second-hand interviewee will not be published in the study unless they explicitly note that they want to be indicated.

To cover a huge area such as nature of the products such as Food, Cosmetics, and Services among others, purposive sampling design method was used. Meaning, randomness of the respondents in terms of their locality, nature of the product and the very nature of an existing brand image by itself was not a factor for selection.

Participants

The respondents of the study was made up of at least fifteen entrepreneurs who were willing to participate and gave their products a new brand image. The very reason of why respondents are entrepreneur was that this would give the study a level field in terms of capability and resources of brand image development team that well established companies have.

The entrepreneur-participants are also knowledgeable on at least one social media service and has at least on account of such.

Instrument

The main instrument used in this study was an unstructured questionnaire containing open-ended questions that allowed the participants to freely express their responses in terms of the significant contributions of crowdstorming on building a brand image.

Data Treatment via Thematic Analysis

Popular method that was used in analyzing this study is known as thematic analysis. Thematic analysis is a standardized method that breaks down and organizes enormous data from qualitative research. It records individual observations and quotations with relevant codes, to better analyze the compelling themes.

This method is specifically used in qualitative data that share a focus on identifying themes (pattern of meaning) in qualitative data. In this method, the researchers closely examine the transcripts and try to describe and determine similar and related topics, ideas and patterns of meaning that come up repeatedly.

Results And Discussions

Using the unstructured questionnaire to gather relevant and pertinent qualitative data, Table 1 below shows the responses of the participants when they were asked to describe the benefits of using crowdstorming in their products' brand image development process.

Table 1
Benefits of crowdstorming in products' brand image development

Participants	Responses
Participant # 1	*thru customers' participation, a large number of ideas beyond our limitation was obtained*
Participant # 2	*customers have supplied us with quality ideas which can be sustained by an ongoing crowdsourcing over time*
Participant # 3	*crowdstorming was a mean that our customers became our partners in the image development of our product*
Participant # 4	*crowdstorming has helped us solve our problems faster*
Participant # 5	*it is best source of information because customers have given us greater diversity of thinking*
Participant # 6	*It can definitely reduce our burden in terms of developing strategies for our brand's image development*
Participant # 7	*we believe that crowdstorming is one of the rich sources of customer ideas and data*

Participant # 8	*Rich source of customer data- this collaboration with our customers has provides us with useful information that we can optimize as reference or basis for future plans of our firm on how to market our products and that includes customer preferences*
Participant # 9	*customers have provided us out of the box ideas that we could not think of*
Participant # 10	*different and better ideas can be obtained from crowdstorming*
Participant # 11	*it is one of the best ways of solving business problems*
Participant # 12	*It reduces our burden of developing strategies, thru crowdstorming, our customers became of partners on how we improve the image of our brand*
Participant # 13	*more customers participation in crowdstorming the richer the ideas and information*
Participant # 14	*we have this observation that consumer input into the crowdstorming is much better than the conventional market research, and responses are immediate.*
Participant # 15	*it generates plenty of diverse solutions in a shorter amount of time and in a more transparent way*

Customers as Partners of Innovations

As can be seen in Table 1, it is very noteworthy the benefits of crowdstorming to the brand image development of the entrepreneur-participants such as a large number of ideas beyond limitation was obtained, customers became partners in the image development, customers provided with a greater diversity of thinking, rich sources of customer ideas and data, customers have provided with out of the box ideas, crowdstorming is better, faster, and cheaper than traditional market research.

These findings are consistent with the study of Bagheri et al (2018) who emphasized that the process and use of the crowd in crowdstorming serve as an innovation partner.

Findings of the present study are also supported with the findings of De Souza et al (2014) saying that the planning of a crowdstorm adapted in order to enable the co-creation of innovations and it seeks the wisdom of the crowd through the collective thinking and collaboration. Entrepreneurs and consumers can take the best elements of each and will allow them to work in harmony with one another.

Table 2

Platform used when the crowdstorming was conducted

Participants	Responses
Participant # 1	*Email and private message using social media*
Participant # 2	*Email addresses*
Participant # 3	*Email addresses*
Participant # 4	*Email and private message using social media*
Participant # 5	*Email and private message using social media*
Participant # 6	*Email addresses*
Participant # 7	*Email addresses*
Participant # 8	*Private messages using social media*

Participant # 9	*Email and private messages using social media*
Participant # 10	*Email addresses*
Participant # 11	*Email and private messages using social media*
Participant # 12	*Email addresses*
Participant # 13	*Private messages using social media*
Participant # 14	*Email and private messages using social media*
Participant # 15	*Email and private messages using media*

Social Media Collaboration

Because of the present situation wherein mobility of the people is very limited brought about by the Covid-19 pandemic, entrepreneur-participants resorted to using social media and email addresses to conduct their crowdstorming as shown in Table 2.

The entrepreneur-participants believe in the importance of crowdstorming and they are aware of how to make use of external networks and gather better ideas for innovation. They have learned the processes and gather the right tools for collaboration with stakeholders, and new approaches of solving business problems. (Smith, 2014)

The significant contributions of social media are reinforced by De Vere (2014) as he described that the implementation of strategies with social media-enabled product is working with the application of digital production technologies. This enables customers to customize product and services and it makes them co-creator of the products and services to be offered in the marketplace.

Table 3

Stakeholders who participated in crowdstorming

Participants	Responses
Participant # 1	*Suppliers and customers*
Participant # 2	*customers during peak hours*
Participant # 3	*customers*
Participant # 4	*customers and suppliers during delivery*
Participant # 5	*walk-in customers*
Participant # 6	*customers*
Participant # 7	*walk-in customers*
Participant # 8	*customers and suppliers*
Participant # 9	*customers and suppliers during delivery*
Participant # 10	*customers during peak hours*
Participant # 11	*walk-in customers*
Participant # 12	*customers and suppliers during delivery*
Participant # 13	*customers*
Participant # 14	*walk-in customers and suppliers during delivery*
Participant # 15	*walk-in customers*

Customers-Suppliers as Product Designers

Information in Table 3 reveals that, not only customers participated in the crowdstorming conducted by the entrepreneurs, they also included suppliers as participants in the crowdstorming.

Findings of this study is supported by the findings of De Vere (2014) as he explained that social media provides consumers with a new form of consumerism as they become collaborators of the company with product designs. Consumers are now active in participating in the product design and production. This is possible through consumer interaction and collaboration in virtual communities.

In their study conducted, Fossas-Olalla, Lopez-Sanchez and Minguela-Rata (2010) found the importance of the roles of the suppliers as an external source of innovation. It was suggested that business organizations must build a stronger relationships with their suppliers, which they may achieve different results as regards innovation.

Table 4

Comments of the stakeholders who participated during the crowdstorming in terms of the strengths and weaknesses of the products offered

Participants	Responses
Participant # 1	*price is affordable with quality, however there are few choices of products*
Participant # 2	*affordable price but quality is something that needs to be addressed*
Participant # 3	*product line is very limited and there is no problem in the quality of the products*
Participant # 4	*we patronize your product because of its quality, however there are times that your products are not available*
Participant # 5	*few options or choices, but the price is very affordable*
Participant # 6	*we don't have problems with the product, but your management must address the way your staff communicates with your customers.*
Participant # 7	*price of the product doesn't commensurate with the quality of your product*
Participant # 8	*sometimes the products are not available*
Participant # 9	*packaging is not that attractive, however product comes with quality*
Participant # 10	*the design of the product looks different from the others, however the price is a bit higher*
Participant # 11	*we always buy your product because of its quality but it is not accessible nearby*
Participant # 12	*affordable price and yet with quality*
Participant # 13	*your product always runs out of stock, there are a couple of times when I bought your product but it was not available*
Participant # 14	*quality of the product is good, however the price is a bit high*
Participant # 15	*Design of your product is very unique, and yet the price is unexpectedly lower*

Price, Quality, Availability

Various comments, positive and negative, have surfaced when the entrepreneur-participants were asked about the significant comments of their

stakeholders (customers and suppliers) during the crowdstorming they conducted with regards to the strengths and weaknesses of their product offerings.

It, then, appeared that the most common comments of the stakeholders pertain to the price, quality and availability of the products. As can be seen in Table 4, it was mentioned many times that their products are not always available and stocks are limited, prices are high, and quality is found to be either high or low.

Jader (2017) described that business organizations have recognized the importance of product availability. Customers prefer to have all they need in one place and it follows that a store offering the most items would attract more customers.

Table 5

Suggestions or recommendations of the stakeholders who participated during the crowdstorming to make the products more saleable

Participants	Responses
Participant # 1	add more signages in front of the store
Participant # 2	maximize the use of social media
Participant # 3	there should be improvement in the packaging of the product
Participant # 4	quality of the product may be sustained, however the price should be reduced a little
Participant # 5	make sure that your products are always available nearby
Participant # 6	provide training for your staff or orient them on how to deal properly with your customers
Participant # 7	price reduction and its availability anytime
Participant # 8	optimize the use of FB and other platforms available in social media
Participant # 9	improvement in the design and packaging of the product
Participant # 10	it must be available all the time
Participant # 11	put some signages where more people can see it
Participant # 12	more choices or options to choose from your product lines
Participant # 13	there should be additional product lines so that we can have more choices
Participant # 14	utilization of social media where your products can be seen and create a tagline that people can easily recall
Participant # 15	improvement of the quality

Table 5 shows the responses of the entrepreneur-participants when they were asked what suggestions and recommendations that their stakeholders gave during the crowsdstorming to make their products more saleable.

It evidently appears that customers and suppliers of the entrepreneur-participants have actually become their partners in innovations leading to brand image development.

As business partners, customers and suppliers suggested that business owners add more signages, maximize the use of social media, improvement in the packaging, price reduction, quality improvement, availability of the products at all times, and additional product lines. It was also suggested the staff of the business owners be given training or orientation on how to properly interact with their customers.

It may be noted that all these suggestion and recommendations can certainly help the business owners to develop a favorable company and brand image.

Table 6

Actions taken by the participants with the suggestions / recommendations

Participants	Responses
Participant # 1	*we adapted what our customers suggested such as additional signages and product lines*
Participant # 2	*recommendations by our customers are under study*
Participant # 3	*we modified the packaging of our products as suggested by our customers as well as our suppliers*
Participant # 4	*we made sure that our products are always available by producing more so that it will not run out of stock*
Participant # 5	*it has already been addressed by adding more product choices*
Participant # 6	*we had a discussion with our staff regarding how they treat the customers*
Participant # 7	*It was taken seriously that is why we made some adjustment with the price of our products*
Participant # 8	*we have created an FB page for our products and we made sure that is always updated*
Participant # 9	*packaging of the product has been redesigned*
Participant # 10	*we made sure that our products are affordable and it is available always*
Participant # 11	*we value the suggestions or recommendations of our customers, that is why we put more signages outside our stores and in other locations as well*
Participant # 12	*we are now planning what additional product lines we can offer so that our customers can have other options or choices*
Participant # 13	*we have launched additional products*
Participant # 14	*it was taken seriously and considered as well*
Participant # 15	*we addressed seriously, and we made some improvement with our products*

With all the suggestions and recommendations made by the stakeholders as shown in Table 5, the entrepreneur-participants appreciated, accepted, and applied all these as shown in Table 6.

One entrepreneur has improved the packaging of the products, they made sure that their products are affordable, high quality and available at all times.

Findings show that entrepreneurs considered the inputs of their customers and suppliers to further improve their product, thus providing satisfaction and value to their customers. They are willing to create favorable brand image for their business and product as well.

Table 7

Actions taken by the participants regarding the qualities and benefits of their products as results of the crowdstorming conducted

Participants	Responses

Participant # 1	*we realized that there are still rooms for our products for improvement*
Participant # 2	*we can still improve the products and yet affordable*
Participant # 3	*our customers can help us strategize*
Participant # 4	*qualities and benefits of our products may still be further improved*
Participant # 5	*we have considered it seriously and it provided us idea on how we can still improve our products*
Participant # 6	*we think there are more rooms for improvement*
Participant # 7	*after the crowdstorming that we conducted, we realized that we are able to provide our customers with what they expect*
Participant # 8	*it gave us the opportunity to identify what we should address*
Participant # 9	*quality and value of our product must be sustained*
Participant # 10	*more rooms for improvement*
Participant # 11	*these were taken into consideration*
Participant # 12	*Quality and value of our products have met the preference of our customers*
Participant # 13	*it helped us realize what problems we need to address*
Participant # 14	*continuous improvement in the quality and value of the product*
Participant # 15	*we have addressed the quality problems of our products*

More Rooms for Improvement

The entrepreneur-participants were asked on how they considered the qualities and benefits of their products as results of the crowdstorming that they conducted. Responses as shown in Table 7 reveal that entrepreneurs are open to changes and they even admit that they have more rooms for improvements. They realized that there are still rooms for their products for improvement and considered the looked at the ideas provided by their customers on how they can still improve the products, and yet affordable.

As explained by Braun (2021), regardless of how big or small the company may be, there is likely room for improvement. Consistent improvements to enhance the company are critical for its success and sustainability.

Table 8
Stakeholders opinion in terms of the ability of the products to meet their needs and expectation

Participants	Responses
Participant # 1	*it meets their expectations*
Participant # 2	*somehow the product has met their needs and expectations*
Participant # 3	*definitely it met their needs*
Participant # 4	*exceeds their expectations*
Participant # 5	*they liked the product and it exceeds their expectations*
Participant # 6	*It met their expectation and satisfied their needs as well*
Participant # 7	*their needs were met*
Participant # 8	*Customers' needs were met*
Participant # 9	*exceeds their expectations*

Participant # 10	*customers like the products and exceeds their expectations*
Participant # 11	*the products have met their needs*
Participant # 12	*exceeds their expectations*
Participant # 13	*products met their needs and expectations*
Participant # 14	*customers keep on buying the products*
Participant # 15	*somehow their needs were met*

Table 8 shows the responses of the entrepreneurs with regards to meeting the needs and expectations of the customers. It may appear that majority of the entrepreneurs agree that their respective customers have met their needs and expectations.

Newman (2015) underscores the importance of understanding of the customer expectations. According to him, an in-depth understanding of what the customers expect is what the business owners should do for them to provide customer satisfaction and superior customer service.

Table 9

Participants' opinion on meeting the needs and expectations of their customers.

Participants	Responses
Participant # 1	*we still continue improving our products*
Participant # 2	*their comments were considered and we intent to make our products better*
Participant # 3	*we keep on innovating our product*
Participant # 4	*we continue strategizing*
Participant # 5	*comments of our suppliers and customers are highly considered and appreciated*
Participant # 6	*still, we need to consider their comments*
Participant # 7	*even if their needs were met, we still need to think of innovations*
Participant # 8	*their comments made us realize that we must sustain our operations*
Participant # 9	*just continue improving our services*
Participant # 10	*although our customers are satisfied with our products, it doesn't mean that we stop thinking of strategies*
Participant # 11	*just maintain what we are doing, however we still consider their comments*
Participant # 12	*we highly appreciate their comments and we pursue with it*
Participant # 13	*their comments were considered*
Participant # 14	*we have to continuously improve our product*
Participant # 15	*we truly value their comments and we actually modified a part of our product*

Entrepreneurs were also asked how they considered the responses of their customers in terms of meeting their needs and expectations. Undoubtedly, information found in Table 9 reveals that they continue improving their products and services to meet or even exceed the expectations of their customers.

Finding of the study are consistent with the advice of Thompson (2021) when he stated that running a business is filled with challenges, and one of which is to address and adapt to rapid changes. Entrepreneurs need to adapt to changes, specifically to the changing needs of the customers, to retain the competitive edge.

Thompson (2021) also added that customers are switchy in nature and this is another challenge that business organizations should address.

Thus, if a business owner wants to achieve success as an entrepreneur, he needs to learn how to adapt. Without adaptability, he may not be able to sustain his business and in order to adapt, he must keep abreast of the trends of business environment changes, understand them, and immediately respond to refine ts business model. This is what crowdstorming can do for the entrepreneurs.

Crowdstorming can help entrepreneurs think outside the box and come up with creative solutions. By opening up to change, he is also opening to new opportunities. For new opportunities to flourish, he needs to be open to change.

Conclusion And Recommendations

Based on the foregoing findings and discussion, it may be concluded that crowstorming, as a tool, can be used by the entrepreneurs for the brand image development in terms of the value and authenticity of the products. Customers, as part of crowdstorming, are also found to be in better position to propose innovative ideas related to value proposition and value delivery of the products.

The identified benefits of crowdstorming to the brand image development of the entrepreneurs such as a large number of ideas beyond limitation was remarkable. Crowdstorming is a way of empowering consumers to take an active role in developing and modifying products. Firms may establish different relationships with their customers and suppliers, as a result of which, they may achieve different results as regards to innovation.

It may also be concluded that crowdstorming enables the co-creation of innovations and it seeks the wisdom of the crowd through the collective thinking and collaboration. Entrepreneurs and consumers can take the best elements of each and will allow them to work in harmony with one another. Additionally, crowdstorming represents a new form of knowledge production — one that leverages the diversity and scale of the technology to pursue brand image development that might be challenging in traditional business environments. The researchers believe that if crowsdtorming, as a technique for idea generation, successfully enables access to collaboration, this will help business to create a favorable branding image for the company and for the products as well.

Finally, it is recommended that crowdstorming be conducted by all businesses, no matter what the size and type of business is. It should not only be part of brand image development process but also be part of the strategic management activities of the business. Furthermore, business firms should vigorously engage their internal innovation processes in designing innovative value creation with the crowdstormed innovative value propositions and diverse ideas. Along with this, entrepreneurs may have the opportunities to evaluate ideas by efficiently receiving feedback from a wide range of stakeholders.

References

1. Abrahamson, S., Ryder, P., and Unterberg, B. (2013). Crowd Storm: The Future of Innovation, Ideas, and Problem Solving
2. Ahmed, I., et al (2016). Outcomes of Brand Image: A Conceptual Model
3. Bagheri, S., et al (2018). Using the crowd for business model innovation: the case of Digikala

4. Barreda, A. A., et al (2019). The impact of social media activities on brand image and emotional attachment: A case in the travel context

5. Bayus, B., (2013). Crowdsourcing new product ideas over time: An analysis of the Dell IdeaStorm Community. Management Science. 59(1).

6. Brabham, D. C. (2008). Crowdsourcing as a Model for Problem Solving: An Introduction and Cases

7. Braun, G. (2021). Why There Is Always Room For Improvement. Retrieved from https://pivotaladvisors.com/2021/09/15/room-for-improvement/

8. De Vere, I. (2014). A New Consumerism: The Influence of Social Technologies on Product Design. 16th International conference on Engineering and Product Design Education (E&PDE14), Design Education and Human Technology Relations, University of Twente, The Netherlands, 04-05.09.2014

9. Fossas-Olalla, M., Lopez-Sanchez, J.I. and Minguela-Rata, B. (2010). Cooperation with suppliers as a source of innovation. African Journal of Business Management Vol. 4(16), pp. 3491-3499, 18 November, 2010 Available online at http://www.academicjournals.org/AJBM ISSN 1993-8233 ©2010　　　　　　　　　　Academic　　　　　　　　　　Journals *(18) (PDF) Cooperation with suppliers as a source of innovation.* Available from: https://www.researchgate.net/publication/245585764_Cooperation_with_suppliers_as_a_source_of_innovation [accessed Feb 26 2022].

10. Gonzales, M. O. A.; Toledo, J. C. de. Customer integration in the product development process: a systematic bibliographic review and themes for research. In: Produc̃, v. 22, n. 1, p. 14-26, jan./fev,2012.

11. Gökerik, M., et al (2018). Surprise me with your ads! The impacts of guerrilla marketing in social media on brand image

12. Isoraite, M., (2018). Brand image development. *Ecoforum 7(1)*

13. Kosonen, M., and Henttonen, K. (2015). Cheer the Crowd? Facilitating User Participation in Idea Crowdsourcing

14. Latif, W. B., Islam, M. A., and Mohamad, M. B. (2015). Antecedents of Brand Image: A Conceptual Model

15. Lee, J. L., James, J. D., and Kim, T. K. (2014). A Reconceptualization of Brand Image

16. Leitner, P., and Grechenig, T. (2008). Collaborative Shopping Networks: Sharing the Wisdom of Crowds in E-Commerce Environments

17. Maurya, U.K., Mishra, P. (2012) What is a brand? A perspective on brand meaning. *European Journal of Business and Management 4(3)*

18. McLuhan, H. M. (2006). Understanding media: external expansions of man. Retrieved from: htlp://www.v.yanko.lib.iu/books media/mcluhan-understanding_media.pdf

19. Momen, M. A., Sultana, S., and Haque, A. A. (2019). Web-based marketing communication to develop brand image and brand equity of higher educational institutions: A structural equation modelling approach

20. Morhart, F., Malär, L. ,Guèvremont, A. (2014). Brand authenticity: An integrative framework and measurement scale. *Journal of Consumer Psychology, 25(2).*

21. Mrass, V., Peters, C., and Leimeister, J.M. (2018). Managing Complex Work Systems via Crowdworking Platforms: How Deutsche Bank Explores AI Trends and the Future of Banking with Jovoto

22. Newman, E. (2015). Customer Expectations are Important. Retrieved from https://corp.yonyx.com/customer-service/customer-expectations-are-important/

23. Petek, N., and Ruzzier, M. K. (2013). Brand Identity Development and the Role of Marketing Communications: Brand Experts' View

24. Raji, R. A., Rashid, S., and Ishak, S. (2019). The mediating effect of brand image on the relationships between social media advertising content, sales promotion content and behavioral intention

25. Sadiku, M. N. O., Shadare, A. E., and Musa, S. M. (2017). Crowdsourcing: A Primer

26. Shahid, M. N. (2019). Conceptualizing Multidimensional Reputation Evaluation Model for Crowdsourcing Participants: Blockchain Design Perspective

27. Schembri, S., Merrilees, B., and Kristiansen, S. (2010). Brand consumption and narrative of the self. Psychology & Marketing, 27, 623–638.

28. Smith, A. (2014). Crowdstorm: The future of innovation, ideas, and problem solving. Social media Today. Retrieved from socialmediatoday.com

29. Souza, W., Cristina, T., et al (2014). Planning the use of crowdstorming for public management: A case in the ministry of education of Brazil.

30. Sung, Y., and Choi, S.M. (2010). "I won't leave you although you disappointme": Th interplay between satisfaction, investment, and alternatives in determining consumer- brand relationship commitment. Psychology &Marketing, 27, 1050–1074.

31. Thompson, C. (2021). Why Businesses Need to Adapt Change in a Rapidly Changing Business Environment to be Continuously Successful. Retrieved from https://www.linkedin.com/pulse/why-businesses-need-adapt-change-rapidly-changing-colin-thompson

32. Toker, Z.(2007) Recent trends in community design: the eminence of participation. In: Design Studies, v. 28, p.309-323.

33. Vaish, R., et al (2017). Crowd Research: Open and Scalable University Laboratories

34. Wijaya, B. M. (2013). Dimensions of Brand Image: A Conceptual Review from the Perspective of Brand Communication